

**Wake up to a
Hit Show!**



“Come on in! We can play!”

-My Bedbugs

MV Medbugs™





To our prospective partners:

When I first had the concept of My Bedbugs along with my wife Carol Sweeney back in 1996 I never thought the "bugs" would catch on at the rate they have. What began as an idea to teach young children to develop good bedtime behaviors has blossomed into a platform that teaches many positive life lessons all our children need to know.

Since their debut on Detroit Public Broadcasting, stations have steadily picked up the award-winning show throughout the United States and across much of Canada. In response to viewer requests, we developed a live stage show to take the My Bedbugs product "on the road." This will allow us to extend our product brand even further and spread the Bedbugs message in an even more intimate and personal setting allowing our TV audience to sing, dance and imagine with the Bedbugs up close. Our first national tour, "J. Edgar's Birthday Party," is scheduled to visit venues around the Midwest with more than 70 live performances.

The reaction and feedback from both the television and live show products has been tremendous. Take a look at the sample of testimonials in this presentation we receive on a daily basis.

The response received by one My Bedbugs fan provided a message that ended as follows: "Hopefully this show is able to go as far as its limits." We'd of course would like to reach our full potential, but reaching that milestone comes with the need for innovation in funding and flexibility to accommodate corporate partner's initiatives.

Our goal is to seek out and secure corporate partners and organizations that wish to be aligned with the My Bedbugs brand and to leverage their involvement in this unique and exciting property. We are looking to create alliances with partners that will help us realize we can, indeed, go as far as our limits.

Please give this remarkable opportunity you earnest consideration.



Alex Greene
CEO



An Entertaining and Educational Award-Winning "Live Action" Children's Series.



"My Bedbugs" is a wholesome quality children's series, which has earned numerous awards from the prestigious Emmy and Telly awards to the highly respected "National Parenting Seal of Approval." "My Bedbugs" was designed to educate as well as strengthen social development with original content through traditional storytelling, and original songs children love.



Accolades

2005

- ✓ 4 Emmy Awards
- ✓ 4 Telly Awards
- ✓ Parenting Seal of Approval

2006

- ✓ 9 Emmy Awards
- ✓ 8 Telly Awards
- ✓ Parenting Seal of Approval

"My Bedbugs" are siblings Gooby, Toofy, and Woozy who share imaginative adventures from their home in Bugville. J.Edgar, who is "My Bedbugs" caregiver, teaches, inspires, and nurtures them through everyday life. They are also accompanied by Snoozy, their cuddly talking pillow who comforts them at night. Also in the group is Ruffy, their splashy pet goldfish, and Windy the window. Please join My Bedbugs in Bugville where learning is exciting. We'll have a bug blast!



J. Edgar



J. Edgar is the highly respected father figure and guardian of "My Bedbugs."

He teaches, encourages, reassures and cherishes "My Bedbugs." Although he may seem formal and unbending, he is quite the opposite.

J. Edgar is easy going, good-natured and happily joins My Bedbugs in all of their adventures.





Gooby



Gooby is the eldest of the trio. He is a science whiz who uses his knowledge of science to help those around him.

Toofy and Woozy are always willing participants in his inventions, thus showing them the positive effects of teamwork.

Gooby loves fast paced video games but his real love is for factual information. He is an avid reader and he is always eager to spread his knowledge to his siblings.



Toofy



Toofy is twin to his sister Woozy. He enjoys practical jokes and is charmingly mischievous.

Toofy's passion is dinosaurs, exploration, and imaginative new adventures. He is a true boy in every sense.

He is loyal to his older brother, and idolizes their relationship. To Toofy, life is laughter, excitement and adventure.





Woozy



Woozy is Toofy's twin sister. Being the only girl, she occasionally gets left out by her brothers, but she always proves that girls can do anything when they put their minds to it.

She is caring, compassionate, and discreetly competitive with her brothers.

She balances her love of pretty things with her love of sports, which exemplifies her well-rounded personality.

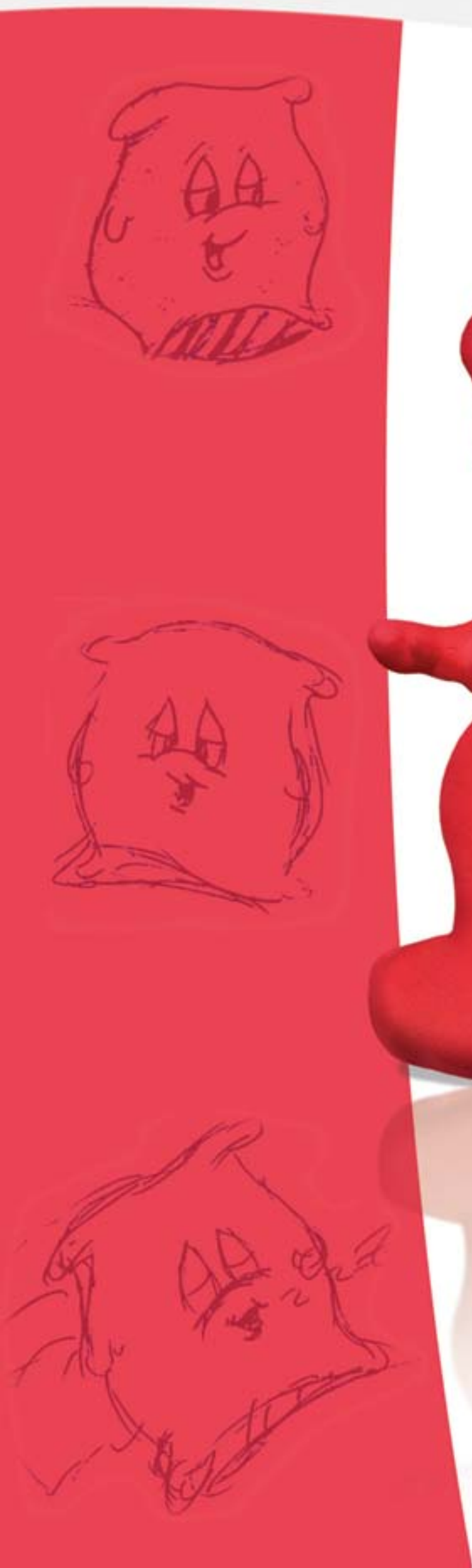


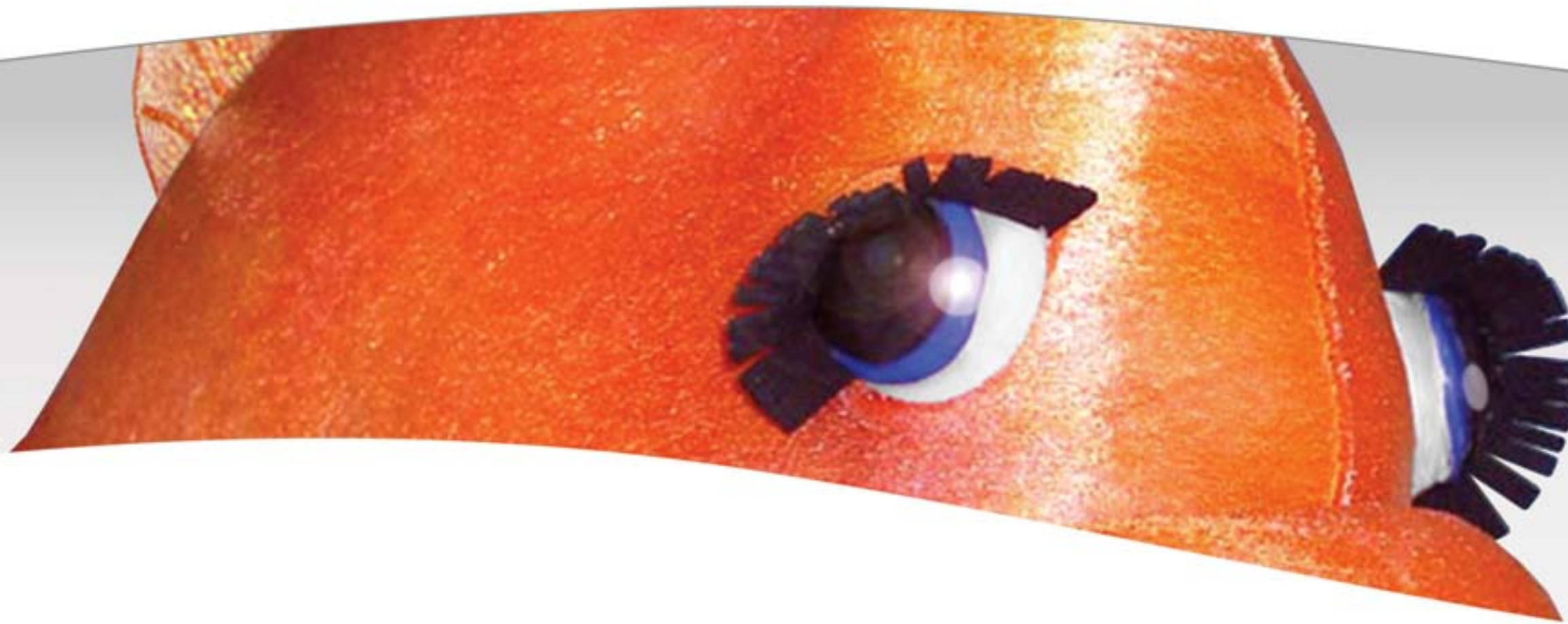
Snoozy



Snoozy is My Bedbugs' cuddly, talking pillow.

As everyone's favorite and most special toy, this precious pillow is ready to play games from hide and seek to space adventures anytime My Bedbugs ask.





Ruffy

Ruffy is a bright and sassy fish that lives in the Bedbugs' fish tank.

He often emerges from his water world to catch a glimpse of “My Bedbugs” latest adventure and contribute to their conversations.

Ruffy enjoys singing, dancing, and giving a quick splash to those who need one.



Educational Value



MATH



HISTORY

The adventures of our characters Gooby, Toofy and Woozy involve a steady use of music and imagination to help guide parents and their children through the development stages to make the transition from home to pre-school. Through the combination of education and entertainment, daily life lessons become attention grabbing and, therefore, the educational message can be absorbed.

Lessons chosen to be the topic of our episodes go through a rigorous screening process. A selected group of educators ensure that all content is appropriate for our target age group and writers make certain that the entertainment value adheres to all educational elements. Subjects ranging from science, math, music, reading, writing and history are introduced. My Bedbugs characters demonstrate how working together strengthens understanding and improves social skills.

Beginning students must first gain confidence within themselves in order to successfully advance in school. My Bedbugs proves that the use of imagination and teamwork best establishes a strong foundation from which to become a well-rounded person and winning student.

“Each episode focuses upon elementary subjects such as learning to count, identifying shapes and colors, or making friends, etc.

My Bedbugs helps young viewers in their physical, social and emotional development.”

**Vernita Beverly
Ready To Learn/Education Services/Outreach
Detroit Public Television (WTVS)**



LIFE



SCIENCE

Four Elements of Entertainment



1. Music

Energetic melodies are a primary use of story narration. Songs become a musical translation that helps our audience to better understand the lesson or theme. Our main characters, Gooby, Toofy, and Woozy, sing songs branching from several musical genres.



2. Visual Draw

The stylistic architecture of our program can be defined by the use of vibrant colors. All were chosen, specifically, to enhance our imaginative theme. Both children and adults find our characters to be visually exciting and their picturesque adventures captivating.



3. Creative Play

Engaging in imaginative play means giving a child a sense of freedom. Our characters explore new worlds and, together, they bring to life dreams and aspirations. By using imagination, a child is witness to the possibilities of, "I can" and "I will."



4. Comedy

Laughter readily amplifies the entertainment value of the program and is an active ingredient in keeping our young audience engaged with our characters. With a steady stream of comedic revelry, our program guarantees a strong connection with viewers.



My Bedbugs™

LIVE!

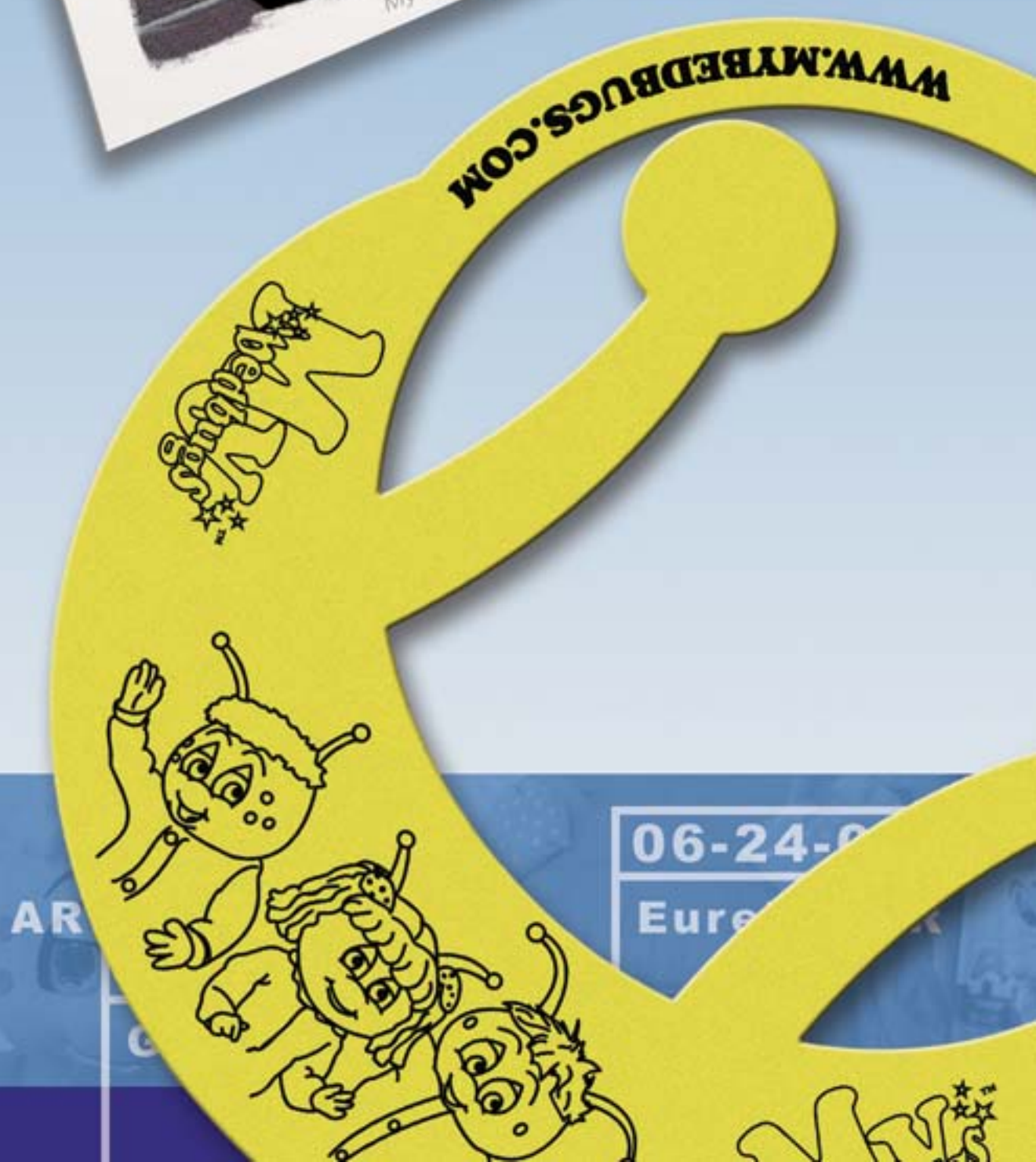


Kids shout out for Bedbugs! Bedbugs!

Beginning in 2006, My Bedbugs took the show that parents and children grew to love on television to the live stage and community events.

It's a chance for Gooby, Toofy, and Woozy to interact with its audience live and in person performing a collection of their most popular songs.

More so, the live show and appearances allows for My Bedbugs to touch the lives of their friends and fans in a very intimate and meaningful way.



04-23-06
Rockford, IL

05-06-06
Detroit, MI

06-04-06
Ontario, CAN

06-11-06
Maumee, OH

06-22-06
Fayetteville, AR

06-24-06
Eure

SOLD OUT!



Suprise! It's a Bedbug Party!
Before each live performance, schools can submit a written entry to be selected to have Gooby, Toofy, and Woozy visit and give a live performance.



My Bedbugs builds strong connections!
Taking My Bedbugs "on the road" also strengthens the relationship with the communities they visit.
Whether through the nationally renowned PBS program Ready to Learn, outreach to local schools, or various community and charity organizations, it is our goal to become a partner with those communities and become highly involved with its constituents..



WWW.MYBEDBUGS.COM

06-27-06

Little Rock, AR

06-28-06

St. Smith, AR

07-21-06

Canton, MI

08-26-06

Raleigh, NC

08-27-06

Greeneboro, NC

09-03-06

Roanoke, VA

09-16-06

San Diego, CA

Testimonials



I am a stay at home mom and I have a 7-month-old daughter who loves your show. On Wednesdays I look forward to 11:00am so I can take a shower and she won't cry when I leave the room. I was so thrilled when I read the paper and noticed that you will be on six days a week. Praise the Lord!!! You have a really wonderful show and keep up the good work.

-Tricia

Well first off, let me just say that I enjoy the show very much and think that it is wonderful for the little kids. It sets a very good example for the little ones. My Bedbugs teaches them how to be a good person and how to respect others. That is a wonderful thing.

Keep up the great work!
-Katie

I have heard a lot of great reviews on this show. Today, I finally was able to watch and see what it is all really about. I found it very cute and educational at the same time. The characters are adorable. Hopefully this show is able to go as far as its limits.

GREAT JOB!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
-Helena

My daughter is 11 months old and she loves your show. We wish you were on every day. Your show is different and fun. We can't wait to see you everyday because we know that with in a year you will be as big as every show on PBS.

Lots of luck!
-Jennifer



Hi, there! I'm 6 years old and I really like My Bedbugs. I like it more than my other shows I watch on TV.

You're awesome!
-Teana

My kids are ages eight, six, and three. They LOVE watching this show! I think it is wonderful, has great morals and teaching methods for the kids. Please keep up the great work!

WE LOVE IT!
-Heather

I have been watching your show every morning and I think it is a wonderful teaching tool for children. It is full of color and wonderful characters. The sets, the lights, and the design work is so eye catching! I wish the show was around when my child was younger! It has been a long time since someone has put out a show that is so interesting and fun to watch! Keep up the good work and I look forward to each new episode.

Thank you!
-Michelle



detroitpublictv.org

To Whom It May Concern:

Detroit Public Television is an enthusiastic programmer of *My Bedbugs*, six mornings a week, as a key series in our children's block.

From the first time we circulated DVD's for staffers to take a look at – especially those with small children or grandchildren – the reactions have been enthusiastic to wild for the programs' ability to engage and teach gentle and important lessons to young viewers.

Subsequently, when we conducted a study with educators reviewing multiple episodes for appropriateness of content and effectiveness of the lessons taught, we were able to confirm what our hearts were telling us: We were doing good for our youngest viewers by offering them the opportunity to watch.

As a viewer myself, I am most impressed with the way that *My Bedbugs* educates what we call The Whole Child. Through its different episodes, it addresses developmental concerns, cognitive skills, and most of all, it presents everyday situations and experiences for children to role model. They take on topics like manners, sharing, good eating habits, as well as simple civics lessons (they set up a House, Senate, and President in the bedroom), backyard science and space adventures, inventions, trees, and much more. Even older people watching with their young ones report learning things.

We also see the enormous love that little children have for the characters when they come to *My Bedbugs* events in our community. Kids shout out for "Bedbugs! Bedbugs!" and listen in rapt attention to the stories and songs.

My Bedbugs is good television with a heart. We are pleased to air it, associate with it, and help it find a bigger audience across America.

Sincerely,

A handwritten signature in black ink that reads 'Dan'.

Daniel Alpert
Chief Operating Officer and Station Manager
Phone: 313-876-8102 fax: 313-876-8179 email: alpert@dptv.org



“By inspiring a child’s
imagination, you’ve
succeeded in touching
their hearts.”

- Alex J. Greene

www.greenestuff.com

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CEO / Producer

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MVA Medabugs™

The logo features the letters 'MVA' in a large, stylized font. The 'M' is blue, the 'V' is red, and the 'A' is partially obscured by the word 'Medabugs'. 'Medabugs' is written in a bubbly, rounded font with a green-to-yellow gradient. The entire logo is surrounded by several yellow stars of varying sizes. A trademark symbol (TM) is located to the right of the stars.